



REGULAR MEETING OCCUPANCY TAX BOARD - AGENDA

Tuesday, May 30, 2017 – 2:30 p.m.
Conference Room at Roswell City Hall
425 N. Richardson Ave.

Committee Chair: Jim Fielding

Committee Members: Josh Ragsdale; Jill Cleveland; Kerry Moore; Roxanne Slayton

Staff Coordinator: Juanita Jennings

- A. Call to Order:**
- B. Roll Call:**
- C. Approval of Agenda:**
- D. Approval of Minutes:**
 - 1. Consider approval of the April 25, 2017 meeting
- E. Public Comments:**
 - 2. Public Participation on agenda items (limited to one minute per person)
- F. Regular / New Items:**
 - 3. Lodgers' Tax funding request – Roswell Jazz Festival
- G. Other Business / Non-Action Items / Information Items / Reports:**
 - 4. Report Updates
- H. Adjourn:**

Next Meeting: June 27, 2017

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and City Resolution 16-69.

NOTICE OF POTENTIAL QUORUM – A quorum of the City Council may or may not attend, but there will not be debate by the City Council. The Council, acting as attendees to an informational presentation, will not be discussing public business and no action will be taken.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact – Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents including the agenda and minutes can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

Printed and Posted May 26, 2017



DRAFT

MINUTES OF THE OCCUPANCY TAX BOARD MEETING

Tuesday, April 25, 2017

Regular Meeting 2:30 P.M.

CALL TO ORDER AND WELCOME – The regular meeting of the Occupancy Tax Board was called to order at 2:30 p.m. by Chairperson Jim Fielding.

ROLL CALL

Members Present: Chairperson-Jim Fielding, Kerry Moore, and Roxanne Slayton

Members Absent: Vice-Chair- Josh Ragsdale and Jill Cleveland

Three members of the board were present representing a quorum.

Staff Present: Juanita N. Jennings, Director of Public Affairs, Monica Garcia, Director of Finance, Sharon Coll, City Clerk, Marth Morales, Finance

Others Present: Jimmy Masters (Friends of Bitter Lake), Molly Boyles and Kathy Lay (MainStreet Roswell)

APPROVAL OF AGENDA – Ms. Moore motioned to approve the agenda. Mr. Fielding seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Mr. Ragsdale and Ms. Cleveland was absent.

APPROVAL OF MINUTES – Ms. Moore motioned to approve the minutes from the March 28, 2017 Occupancy Tax Board meeting. Ms. Slayton seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Mr. Ragsdale and Ms. Cleveland was absent.

PUBLIC COMMENTS - None

REGULAR ITEMS (Action Items):

3. Lodgers' Tax Request – 2017 Chile Cheese Festival (September 22-23, 2017)

Mr. Fielding read action requested of \$4,500 with additional services provided by the city at no charge. Ms. Boyles presented the request and gave historical facts of the event such as the mobile dairy classroom, green chile cook-off which is targeted to bring in out-of-town participants/restaurants as well as provided additional information about the event. Ms. Moore was concerned that it is competing with the Whole Enchilada Festival in Las Cruces. Ms. Boyles was unaware of the other event. Ms. Lay indicated there would also be ristra making and gourmet cheeses that will offer samples and sell that is hands on and experiential.

Mr. Fielding indicated no budget allocation had been made for this event. Ms. Moore motioned to recommend to the Finance Committee to fund the 2017 Chile Cheese Festival in the amount of up to \$500 for eligible Lodger's Tax expense basis at 50% of eligible expenses. Ms. Slayton seconded. The Board discussed to review the application as written. Ms. Moore was concerned

with the lodgers' tax ledger balance being and also indicated it was a dying event, however, with the new additions it could have potential. Not sure if it will draw. Ms. Slayton was also concerned with the same date as the Whole Enchilada Festival. Ms. Moore indicated that the plan to get out-of-town people doesn't have enough draw even with the additions. Ms. Boyles asked if they would also get the city support for staffing and services. Mr. Fielding said that is separate but didn't think it would be a problem. Mr. Fielding indicated we stick to our budget at times this year the finance committee gave extra money which left this account line short. Ms. Moore indicated there is money out there in the Lodgers' Tax account just not allocated to the OTB budget. Ms. Boyles indicated she would gladly take anything. Mr. Fielding indicated you had to draw outside. Mr. Fielding asked them to understand their position and they need to draw. Ms. Lay indicated she is working with State Tourism to help market for them. Mr. Fielding indicated that they need to provide a survey.

Ms. Moore asked Ms. Jennings if they could over allocate. Ms. Jennings indicated you can, but Finance for approval to pull it from the reserve fund. Ms. Coll indicated that Finance and Council could change it. Ms. Jennings indicated the requested services would need to be approved by the Director of Administration as those processes are changing due to budget constraints. Mr. Fielding restated the motion as follows: to recommend to the Finance Committee that Lodgers' Tax, in the amount of up to \$500 on a reimbursement basis at 50% for eligible expenses be provided for this purpose. A voice vote was unanimous (3-0) and the motion passed: Mr. Ragsdale and Ms. Cleveland was absent.

Mr. Fielding told Ms. Boyles to make sure the survey is complete and know that the OTB will meet to discuss budget allocations and they stick to those. Mr. Fielding indicated the committee would not go in the hole regardless of the press which was true. We are not going to spend money we don't have. You're welcome to go to Finance Committee Thursday. Ms. Jennings indicated the Finance Committee will take place May 4th at 8am.

4. **Lodgers' Tax Request – Dragonfly Festival (September 10-11, 2017)**

Mr. Fielding read action requested of \$1,000 funding from Lodgers' Tax with a 50% reimbursement basis.

Mr. Jimmy Masters was there to present the request for \$1,000 Mr. Navarrette informed the Board that the event is for a non-profit and has been a vital family friendly event. Hand on experience with arts and crafts and catching dragonflies. Advertising is done in West Texas and Las Cruces and some new dragonfly guides from Alaska and hill country in Texas. Ms. Moore asked for additional information regarding billboards. How many guides were from out-of-town? Mr. Masters indicated there were a total of 4. Ms. Jennings informed the board that they did provide their survey and financial report from last year.

Ms. Moore made the motion to recommend to the Finance Committee that Lodgers' Tax, in the amount of up to \$1000.00 on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Ms. Slayton seconded the motion. The Board moved to discussion. Ms. Moore indicated she was disappointed in the out-of-town visitors. Mr. Fielding agreed, but indicated they are not capturing all of the information and have not a lot of surveys. Ms. Jennings indicated that there had been additional surveys and indicated it is important historical information be provided and those will be included in the packet. Ms. Moore indicated there were only 14 out-of-town visitors. Mr. Fielding indicated we base the Lodgers' Tax funding is to promote out-of-town visitors to stay in the hotels.

Ms. Moore moved to make a friendly amendment the motion to reduce the amount to \$500.00 on a reimbursement basis at 50% for eligible expenses be provided for this purpose. Ms. Slayton seconded the motion. Mr. Fielding asked for any other discussion. A voice vote was unanimous (3-0) and the amended motion passed: Mr. Ragsdale and Ms. Cleveland was absent. Mr. Fielding indicated the original motion was still on the floor to fund the dragonfly festival for \$1000 on a reimbursement basis at 50% for eligible expenses be provided for this purpose. A voice vote was unanimous (0-3) and the original motion failed. Mr. Ragsdale and Ms. Cleveland was absent.

Other Business / Non-Action Items / Information Items / Reports (Non-Action Items):

5. Event Status update:

Ms. Jennings informed all members of the event status report which is the OTB Ledgers balance report and historical report would be modified as she and the Finance department would like to show all allocated and historical in one report.

The Lodgers' Tax application process will be going to general services for recommendations for revisions.

The Finance department is requesting the budgeting process for allocation not be made to comply with state statute that funds are truly on a first come first serve basis. A Lodgers' Tax discussion has been put on the Finance agenda for Thursday, May 4th and should you want to attend you're welcome. It will be a non-action item and only discussion. There were no questions.

All attendees were informed that the date for the Finance Committee meeting has been set for Thursday, May 4, 2017 at 8:00 a.m.

ADJOURN

Mr. Fielding asked if there was any other business,

Mr. Fielding requested a motion for adjournment.

Ms. Moore made the motion to adjourn and Ms. Slayton seconded the motion. A voice vote was unanimous (3-0) and the motion passed; Mr. Ragsdale and Mr. Cleveland was absent.

Mr. Fielding stated that the next scheduled meeting of the Occupancy Tax Board is May 30, 2017.

The meeting was adjourned at 3:08 p.m.

Minutes submitted for approval by Juanita Jennings



ROSWELL NEW MEXICO
Occupancy Tax Advisory Board
Tuesday, May 30, 2017 at 2:30 p.m.
City Hall Conference Room
425 N. Richardson – Roswell, NM 88201

ACTION REQUESTED:

To recommend to the Finance Committee, Lodgers' Tax funding for the 12th annual Roswell Jazz Festival – October 18-22, 2017

BACKGROUND:

The 12th Annual Roswell Jazz Festival is scheduled for October 18-22, 2017. This event has been funded since 2010. The event features approximately 30 world class & regional jazz musicians over 5 days with approximately 13 events of which seven are non-ticketed and six are ticketed. Venues range from small & intimate to large club like settings at local establishments. The Festival also includes educational seminars and outreach to school music programs and their students.

FINANCIAL CONSIDERATION:

The requested funding is \$5,000.00.

- This item was previously budgeted and awarded for FY 2017.

LEGAL REVIEW:

Not applicable.

**BOARD AND/or
COMMITTEE ACTION:**

Not applicable.

**STAFF
RECOMMENDATION:**

Not applicable.



CITY OF ROSWELL –SPECIAL EVENT LODGERS’ TAX FUNDS – APPLICATION

| | |
|--|---|
| NAME OF EVENT: 12th Annual Roswell Jazz Festival | |
| DATE(S) OF EVENT: October 18-22, 2017 | (application required 90 days prior to event) |
| NAME OF ORGANIZATION APPLYING FOR FUNDING: Pecos Valley Jazz & Arts Festival, Inc DBA Roswell Jazz Festival | |

| | |
|---|---|
| DESCRIBE EVENT: The RJF features approximately 30 world class & regional jazz musicians over 5 days with approx. 13 events of which 7 are non-ticketed and 6 are ticketed. Venues range from small & intimate to large club like settings at local establishments. The Festival also includes educational seminars and outreach to school music programs and their students. The Festival is known for the quality of musicians that perform The number of attendees outside of Chaves County has remained stable and/or grown each year. RJF alone paid for 85 room nites in 2016 for musicians. | |
| LOCATION OF EVENT: Various-Courthouse Lawn, Reischman Park, RMAC, AMOCA, Liberty, Peppers, Pecos Flavors, Hi-Q | |
| HOW WILL YOU ADVERTISE AND MARKET THE EVENT? Direct mailing to 800 which includes approx. 200 out of county, rack cards distributed to motels, restaurants, Visitors Bureau, surrounding & regional communities & jazz festivals. Ads in area/state newspapers, jazz event programs & periodicals with national distribution. Facebook, website, email. | |
| HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? Patrons are encouraged to complete surveys that are at all events. Drawing is held for a full set of tickets for the next year's festival. In addition, head counts and ticket sales. | |
| ESTIMATED TOTAL # OF ATTENDEES: 900 | EST. # ATTENDEES FROM OUTSIDE CHAVES CO.: 100-130 |
| HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY? yes | |
| WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL? 45 % | |
| WILL YOU HAVE A WEBSITE FOR YOUR EVENT? roswelljazzfestival.org | |
| EVENT WEBSITE (if applicable): roswelljazzfestival.org | |

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

PAID receipts for eligible expenses must be turned in for reimbursement.

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ 5000.00

IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

| | | |
|--|---|--|
| NAME (PRINT) OF APPLICANT MAKING REQUEST: Paula Grieyes | | |
| SIGNATURE OF APPLICANT: <i>Paula Grieyes</i> | | |
| (SEND CHECK TO) ADDRESS / CITY / STATE / ZIP: 400 West Third | | |
| Roswell | NM | 88201 |
| PHONE: | CELL: 575-626-7952 | E-MAIL: paulagrieyes@yahoo.com |
| DATE SUBMITTED: 5/14/17 | 90 DAYS? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N | TO BE PRESENTED AT MEETING ON: 5/30/17 |

- ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.
- PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.
- PLEASE PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES
- MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

* SEE MEETING SCHEDULE FOR APPLICATION-DUE DATES. (These are "Received by" dates, not postmarked dates.) Revised Jan. 7, 2016

| |
|---|
| NAME OF EVENT: 12th Annual Roswell Jazz Festival |
| DATE(S) OF EVENT: October 18-22, 2017 |
| NAME OF ORGANIZATION: Pecos Valley Jazz & Arts Festival, Inc. DBA Roswell Jazz Festival |

PROPOSED ELIGIBLE EXPENSES:

| ELIGIBLE EXPENSES: | LOCAL AMOUNT | OUT –OF-TOWN AMOUNT | TOTAL AMOUNT | Out-of-Town % |
|--------------------------------------|-----------------|------------------------|-----------------|------------------|
| NEWSPAPER | 1,600.00 | 1,100.00 | 2,700.00 | 41 |
| MAGAZINE | | 1,650.00 | 1,650.00 | 100 |
| RADIO | 1,250.00 | 1,100.00 | 2,350.00 | 47 |
| TELEVISION | 0.00 | 0.00 | 0.00 | |
| INTERNET | 400.00 | 200.00 | 600.00 | 33 |
| PRINTING (brochures, posters, cards) | 2,000.00 | 650.00 | 2,650.00 | 25 |
| MAILING | 800.00 | 300.00 | 1,100.00 | 27 |
| T-SHIRTS (or other marketing items) | | | 0.00 | |
| SECURITY | | | 0.00 | |
| CLEAN UP (Sanitation) | | | 0.00 | |
| OTHER: | | | 0.00 | |
| SUB TOTALS | 6,050.00 | 5,000.00 | 11,050.00 | |

TOTAL ELIGIBLE EXPENSES: \$ 11,050.00 (50% = \$ 5,525.00)
list the 50% or less as the amount requested on page 1.

IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:

| DEPARTMENT | TYPE OF SPONSORSHIP | ESTIMATED COST | *City use only* |
|----------------------|---------------------|----------------|-----------------|
| Public Affairs Dept. | Advertising | 10,000.00 | |
| | | | |
| | | | |
| | | | |

IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:

| DEPARTMENT | TYPE OF WORK REQUESTED | # OF EMPLOYEES | DATES/TIME REQUIRED | TOTAL HOURS |
|------------|-----------------------------------|-------------------|------------------------|----------------|
| Streets | Electrical cord run to courthouse | 1 or 2? | 8 a.m. in place | 4? |
| | lawn & 4th street blocked. This | | 2 p.m. event complete | |
| | request is done in syc with | | | |
| | application to County for use of | | | |
| | courthouse lawn | | | |
| | | | | |

IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:

| DEPARTMENT | TYPE OF EQUIPMENT | EST COST per day | # DAYS REQUIRED | TOTAL COST *City use only* |
|------------------|-------------------|---------------------|--------------------|-------------------------------|
| not at this time | | | | |
| | | | | |
| | | | | |
| | | | | |

Pecos Valley Jazz and Arts Festival Inc

2017 Budget

| | <u>2017 Budgeted numbers</u> |
|----------------------------------|------------------------------|
| Revenue | |
| 4000 Donations - Unrestricted | |
| 4010 Grants | 500.00 |
| 4015 Gov't Grant - Lodger's Tax | 5,000.00 |
| 4105 Amazon Smiles Donations | |
| 4130 Membership | 4,000.00 |
| 4140 Sponsors | 45,000.00 |
| Corporate Sponsors | 45,000.00 |
| 4190 Program Ads | 13,000.00 |
| 4195 Misc. Income | |
| 4195 Fundraiser | 7,000.00 |
| 4200 Events Income | 12,000.00 |
| 4300 Sales - Merchandise | 3,000.00 |
| Temporarily Restricted Donations | |
| Total Revenue | <u>134,500.00</u> |
| Cost of Goods Sold | |
| 5100 Merchandise Expenses | 1,200.00 |
| 6200 Program Commission | 5,000.00 |
| 6200 Program Printing | 1,500.00 |
| | |
| 6730 Meals / Catering / VIP | 2,000.00 |
| 5110 NM Gross Receipts Tax | |
| 5200 Musician Costs | 55,190.00 |
| Total Cost of Goods Sold | <u>64,890.00</u> |
| Gross Profit | <u>69,610.00</u> |
| Expenditures | |
| 6100 Event Expenses | |
| Audio Visual | 2,000.00 |
| Sound & Lighting | 7,300.00 |
| Venue Rental | 1,000.00 |
| Equip moving / rental | 2,900.00 |
| Tuning | 350.00 |
| 6310 Accounting | 550.00 |
| 6320 Advertising Exp | 9,000.00 |
| 6350 Bank Charges | 215.00 |
| 6550 Dues & Subscriptions | 150.00 |
| 6580 Gifts | 350.00 |
| 6600 Insurance | 2,500.00 |
| 6720 Legal & Professional Fees | |
| 6735 Miscellaneous | |

Roswell Jazz Festival Advertising & Promotion Budget-2017

Newspapers.

| | | |
|----------------------|----------------|------|
| Roswell Daily Record | 1600 | |
| Ruidoso News | 800 | |
| | <u>300 Web</u> | |
| | | 2700 |

Magazines

| | | |
|------------------|------------|------|
| Syncopated Times | 262 | |
| Alibi.(ABQ). | 900 | |
| ABQ Publishing | <u>487</u> | |
| | | 1650 |

Radio

| | | |
|----------------------|-------------|------|
| Majestic | 1206 | |
| MTD (Ruidoso & SENM) | <u>1050</u> | |
| | | 2300 |

| | | |
|----------|-----|--|
| Internet | 600 | |
|----------|-----|--|

Mailings

| | | |
|------------|------------|------|
| Newsletter | <u>800</u> | |
| | | 1300 |

Printing

| | | |
|------------|-------------|-------------|
| Rack Cards | <u>250</u> | |
| Posters | 250 | |
| Banners | 600 | |
| Programs | <u>1800</u> | |
| | | <u>2900</u> |

\$11,250



FEATURING
HARRY ALLEN
GUEST OF HONOR

ROSWELL JAZZ FESTIVAL

Welcome to the 11th Annual Roswell Jazz Festival! We feel privileged to attract some of the continent's finest jazz artists.

Please help us evaluate our publicity campaign to spend our limited advertising funds most effectively. Some of the information we collect with this survey is required by the City of Roswell and other entities from which we receive grants and other financial support that is vital to our continued success.

Every survey is entered into a drawing to **WIN TICKETS TO NEXT YEAR'S ROSWELL JAZZ FESTIVAL!** Every ticket holder may enter the drawing at each concert.

If you've already turned in a completed survey earlier this Festival, you need only complete the area below as an additional entry in the drawing.

Name: _____

Phone: (____) _____

Email: _____

Address/PO Box: _____

City: _____ State: _____ Zip: _____

How did you learn about the 2016 Roswell Jazz Festival?
(Please mark all that apply and circle the one you felt made the greatest impact)

____ R/JF Website ____ Facebook ____ Google + ____ Twitter
____ Poster ____ Rack Card ____ R/JF Newsletter
____ Radio ad (which station?) ____
____ Newspaper (which ones?) ____
____ Magazine (which ones?) ____
____ Brochure (where found?) ____
____ Word of Mouth

How did you purchase your tickets for this venue?

____ Online ____ Telephone ____ At Stellar Coffee ____ At the door
Is this your first Roswell Jazz Festival? ____ Yes ____ No

If "No" how many previous Festivals have you attended?

Do you plan on attending next year's Festival? ____ Yes ____ No

If you're from out-of-town, please complete the boxed area:
(This is very important to us as it impacts our funding.)

From what city, state or country did you travel?

Will you be going back to your home city tonight? ____ yes ____ no

If you are not going home, are you staying at:

1. A hotel

2. An RV park

3. other-please explain

If staying the night, how many rooms will you get for your family and how many nights will you be staying:

of Rooms ____ # of nights ____

Did/will you eat at any restaurants in Roswell: ____ yes ____ no

Did/will you shop Roswell during your visit? ____ yes ____ no

Did you come to Roswell primarily for the Festival? ____ yes ____ no

Are you interested in serving on a committee or volunteering to help with next year's Festival? ____ Yes ____ No

If "Yes", what is your area of expertise? _____

Comments/Suggestions: _____

Thank you for completing this survey and good luck in the drawing! Please visit our advertisers and sponsors and thank them for their generous support of the Roswell Jazz Festival.

2016 EVENT INFORMATION:

Roswell Jazz Festival 2016:

Event Dates: October 18-21, 2016

Awarded Amount: \$5,000.00 Reimbursed Amount: \$4,950.19

1. Event Report
2. Financial Report
3. Survey Summary (with copy of survey form)
4. Progressive Report on event



CITY OF ROSWELL
SPECIAL EVENT LODGERS' TAX FUNDING -
EVENT/FINANCIAL REPORT

| | |
|---|------------------|
| NAME OF EVENT: Roswell Jazz Festival | |
| DATE(S) OF EVENT: Oct. 18-21, 2016 | |
| NAME OF ORGANIZATION SPONSORING EVENT: Pecos Valley Jazz and Arts Festival | |
| NAME OF CONTACT PERSON Robert Willis | |
| MAILING ADDRESS: 400 W 3rd St | |
| CITY / STATE / ZIP Roswell, NM 88201 | |
| PHONE: 575-910-7929 | CELL PHONE: same |
| E-MAIL ADDRESS (optional): rewillis@cableone.net | |

REPORT ON THE OUTCOME OF THE EVENT:

This year's festival, the 11th annual, continued to provide Roswell with top notch jazz music. Many of the musicians who come to Roswell, including guest-of-honor Harry Allen, are truly world-class, playing in venues in Europe, Japan, and other locations around the world. We began on Thursday with a performance at the new Pecos Flavors Winery - Dan Barrett led a unique set that featured 3 trombonists. Thursday, Friday, and Saturday afternoons free sets were provided at Reichman Park. The remaining schedule of events on Friday through Sunday were the same as the previous few years except that the Friday and Saturday night performances were at the new Hi-Q Venue, which seats more than the Liberty, and was filled both nights. Our youth outreach program sent 7 musicians to play and talk about music to about 150 students at Roswell High, and the entire student bodies at Mt. View and Berrendo Middle Schools. Sunday afternoon pianists Rossano Sportiello, Bill Cunliffe, and Johnny Varo played the fantastic Bosendorff piano at the Anderson Museum.

DESCRIBE ADVERTISING USED and IMPACT ON BRINGING VISITORS TO ROSWELL:

We continued online advertising and our expanded print and radio advertising (See the Advertising Analysis). Several Festival fans distributed posters and rack cards to El Paso, Albuquerque, Midland, and Amarillo. 780 newsletters were sent to previous fans. Our attendees this year came from eight states other than New Mexico.

WHAT WAS ESTIMATED VISITOR ATTENDANCE? 73 out-of-town visitors.

HOW WAS IT MEASURED? Surveys placed on tables at each venue.

WHAT WAS THE ESTIMATED HOTEL/MOTEL, LODGING IMPACT?

54 visitor room-nights as determined by the surveys, and 80 musician room-nights.

DO YOU PLAN TO REQUEST LODGERS' TAX FUNDS NEXT YEAR? yes

WHAT IS THE ESTIMATED DATE? Oct. 19-22, 2017

IF YOUR EVENT IS SCHEDULED AT THE SAME TIME AS A DIFFERENT EVENT, WOULD YOU BE WILLING TO CHANGE THE DATE? no

ADDITIONAL REMARKS TO THE OTB: In response to the above question - our Musical Director, Michael Francis, has already been in touch with possible musicians, and they are penciling us into their schedules.

SIGNATURE:

Robert E. Willis

DATE: 1-9-17

- Provide sample of the event survey used.
- Provide a complete summary of survey results for merchant, restaurant and lodging impact (how many room nights) (see page 3 of this form).
- Event Report is due ninety (90) calendar days following the last day of the event, an extension may be requested in writing if additional time is required due to unforeseen circumstances or emergency. (See policy for details.)

Last day of Event Oct 21, 2016

Received date 1-5-17

days 76

(Revised Jan. 14, 2016)



SPECIAL EVENT LODGERS' TAX FUNDING - FINANCIAL STATEMENT

EVENT NAME: Roswell Jazz Festival

Event Date(s): Oct. 18-21, 2016

Statement date:

Provided by: Robert Willis

| FULL EVENT REVENUE: | |
|----------------------------|----------------------|
| Admissions | \$ 11,899.50 |
| Registrations | \$ |
| Donations | \$ 68,772.37 |
| Sale of Items | \$ 3,559.70 |
| Vendor rental | \$ |
| Corporate Sponsorships | \$ 5,500.00 |
| Venue Support | \$ 1,200.00 |
| Program Ad Revenue | \$ 12,508.70 |
| New Mexico unclaimed funds | \$ 250.95 |
| | \$ |
| TOTAL REVENUE | \$ 103,691.22 |

| FULL EVENT EXPENSES: | | *LODGERS' TAX ELIGIBLE ONLY EXPENSES: |
|--------------------------------|---------------------|---------------------------------------|
| Advertisement ** | \$ 7,580.09 | \$ |
| Marketing ** | \$ 4,967.07 | \$ |
| Promotional ** | \$ 1,719.35 | \$ |
| Entertainment | \$ 49,717.47 | \$ |
| Food, Beverages, Snacks | \$ 3,526.41 | \$ |
| Judges | \$ | \$ |
| Rental – Facility | \$ 950.00 | \$ |
| Rental – Equipment | \$ 907.38 | \$ |
| Sanitation ** | \$ | \$ |
| Security ** | \$ | \$ |
| Police & Fire ** | \$ | \$ |
| Instrument and Venue Insurance | \$ 700.00 | \$ |
| Sound and Light | \$ 7,215.00 | \$ |
| Equipment Moving | \$ 1,972.22 | \$ |
| Total from additional page | \$ 255.19 | \$ |
| TOTAL EXPENSES | \$ 79,510.18 | \$ 0.00 |

| | | | | | |
|-----------------------|----------------------|------------------------|---------------------|------------------------|-----------|
| TOTAL REVENUE: | \$ 103,691.22 | TOTAL EXPENSES: | \$ 79,510.18 | PROFIT OR LOSS: | \$ |
|-----------------------|----------------------|------------------------|---------------------|------------------------|-----------|

* The amount of the expense which is eligible for Lodgers' Tax funding may be less than the Full Event Expense.

* Lodgers' Tax Eligible Expenses must equal or exceed the total of all the requests for reimbursement invoice listings.

** Lodgers' Tax Eligible categories only: Advertisement, Marketing, Promotional, Sanitation, Security, Police & Fire



SPECIAL EVENT LODGERS' TAX FUNDING - SURVEY SUMMARY

EVENT NAME: Roswell Jazz Festival

Event Date(s): Oct. 18-21, 2016

Statement date:

Provided by: Robert Willis

EVENT ATTENDANCE:

| | | |
|------------------------------------|------|-----------------|
| TOTAL VISITOR ATTENDANCE: | 2000 | 4380 |
| OUT-OF-TOWN VISITOR ATTENDANCE: | | 73 |
| OUT-OF-COUNTRY VISITOR ATTENDANCE: | | |
| | | |

See attached sheet for how this was
estimated.

Total Visitors include all, Out-of-Town are broken out of total but include Out-of-Country
Out-of-Country are broken out of the Out-of-Town

LODGING IMPACT:

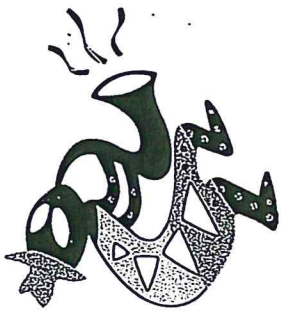
| | |
|-------------------|-----|
| HOTEL/MOTEL: | 134 |
| RV PARKS: | 0 |
| BED & BREAKFAST: | 0 |
| | |
| TOTAL ROOM NIGHTS | 134 |

Room nights = # of rooms x # of nights (not people in rooms)

ROSWELL ECONOMIC IMPACT:

| | |
|--------------|--|
| RESTAURANTS: | |
| FUEL: | |
| SHOPPING: | |
| | |
| | |

If your survey asked these questions please provide results



2016 ROSWELL JAZZ FESTIVAL

FEATURING
HARRY ALLEN
GUEST OF HONOR

Welcome to the 11th Annual Roswell Jazz Festival! We feel privileged to attract some of the continent's finest jazz artists.

Please help us evaluate our publicity campaign to spend our limited advertising funds most effectively. Some of the information we collect with this survey is required by the City of Roswell and other entities from which we receive grants and other financial support that is vital to our continued success.

Every survey is entered into a drawing to **WIN TICKETS TO NEXT YEAR'S ROSWELL JAZZ FESTIVAL!** Every ticket holder may enter the drawing at each concert.

If you've already turned in a completed survey earlier this Festival, you need only complete the area below as an additional entry in the drawing.

Name: _____

Phone: (____) _____

Email: _____

Address/PO Box: _____

City: _____ State: _____ Zip: _____

How did you learn about the 2016 Roswell Jazz Festival?
(Please mark all that apply and circle the one you felt made the greatest impact)

____ RJF Website ____ Facebook ____ Google + ____ Twitter
____ Poster ____ Rack Card ____ RJF Newsletter
____ Radio ad (which station?) ____
____ Newspaper (which ones?) ____
____ Magazine (which ones?) ____
____ Brochure (where found?) ____
____ Word of Mouth ____

How did you purchase your tickets for this venue?
____ Online ____ Telephone ____ At Stellar Coffee ____ At the door ____

Is this your first Roswell Jazz Festival? ____ Yes ____ No

If "No" how many previous Festivals have you attended?

Do you plan on attending next year's Festival? ____ Yes ____ No

If you're from out-of-town, please complete the boxed area:
(This is very important to us as it impacts our funding.)

From what city, state or country did you travel?

Will you be going back to your home city tonight? ____ yes ____ no

If you are not going home, are you staying at:
1. A hotel ____
2. An RV park ____
3. other-please explain ____

If staying the night, how many rooms will you get for your family and how many nights will you be staying:
of Rooms ____ # of nights ____

Did/will you eat at any restaurants in Roswell: ____ yes ____ no

Did/will you shop Roswell during your visit? ____ yes ____ no

Did you come to Roswell primarily for the Festival? ____ yes ____ no

Are you interested in serving on a committee or volunteering to help with next year's Festival? ____ Yes ____ No

If "Yes", what is your area of expertise? ____

Comments/Suggestions: _____

Thank you for completing this survey and good luck in the drawing! Please visit our advertisers and sponsors and thank them for their generous support of the Roswell Jazz Festival.

Attachment to Event/Financial Report

FULL EVENT EXPENSES:

| | |
|-----------------------------------|----------|
| NM gross Receipts Tax on CD sales | \$126.19 |
| Piano Tuning | \$129.00 |

TOTAL VISITOR ATTENDANCE: roughly 2000

Ticket sales, individual and packages, 640. The remaining numbers are estimates: block party 80; three free performances at Reichman Park 100; free concert on County Courthouse lawn 200; band, chorus and fine art students at Roswell High 150; student body at Mountain View Middle School 350; student body at Berrendo Middle School 500.

HOTEL/MOTEL: 54 visitor room-nights plus 80 musician room-nights = 134.

2016 Roswell Jazz Festival Advertising Analysis

| | <u>Check no.</u> | <u>amount</u> | <u>total</u> |
|-------------------------------------|------------------|---------------|------------------|
| Local Print Advertising | | | |
| Roswell Daily Record | 2318 | 140.77 | |
| | 2344 | 606.15 | |
| | 2420 | 955.94 | 1,702.76 |
| Regional/National Print Advertising | | | |
| The Syncopated Times | 2328 | 262.00 | |
| Ruidoso News | 2330 | 719.20 | |
| Albuquerque Journal | 2345 | 487.20 | |
| Alibi | 2347 | 450.71 | |
| Alibi | 548 | 450.71 | |
| | | | 2,369.82 |
| Electronic Advertising | | | |
| RJF Web Page | 2320 | 800.00 | |
| Ruidoso News web ad | 2329 | 290.00 | |
| | | | 1,090.00 |
| Radio Advertising | | | |
| Majestic Communications | 524 | 1,206.00 | |
| MTD – 4 stations, \$262.50 each | 2411-2414 | 1,050.00 | |
| | | | 2,256.00 |
| Miscellaneous | | | |
| Southwest Printers- rack cards | 2323 | 69.40 | |
| | 547 | 197.10 | |
| Southwest Printers – large posters | part of 2348 | 69.00 | |
| Southwest Printers – large posters | part of 546 | 69.00 | |
| Southwest Printers – small posters | part of 2348 | 34.50 | |
| Southwest Printers – small posters | part of 546 | 34.50 | |
| Gotprint.com – rack cards | 2338 | 107.84 | |
| Southwest Printers – 3 banners | part of 2348 | 336.00 | |
| Southwest Printers – programs | part of 546 | 1,719.35 | |
| | | | 2,636.69 |
| Total | | | 10,055.27 |

Pecos Valley Jazz and Arts Festival Inc

STATEMENT OF ACTIVITY

January - December 2016

| | 2016 | TOTAL |
|--|----------------------|----------------------|
| REVENUE | | |
| 4010 Grants | 500.00 | \$500.00 |
| 4105 Amazon Smiles Donations | 7.37 | \$7.37 |
| 4130 Donors - Bronze, Silver | 3,565.00 | \$3,565.00 |
| 4140 Donors -Gold, Platinum, Jazz Angels | 58,000.00 | \$58,000.00 |
| 4141 Venue Sponsors | 6,200.00 | \$6,200.00 |
| 4195 Misc. Income | 700.95 | \$700.95 |
| 4200 Events Income | 11,899.50 | \$11,899.50 |
| 4300 Sales - Merchandise | 3,109.70 | \$3,109.70 |
| 4600 Program Ads | 12,508.70 | \$12,508.70 |
| Temporarily Restricted Donations | 500.00 | \$500.00 |
| Total Revenue | \$96,991.22 | \$96,991.22 |
| COST OF GOODS SOLD | | |
| 5100 Merchandise Expenses | 1,173.36 | \$1,173.36 |
| 5200 Musician Costs | 49,717.47 | \$49,717.47 |
| 5400 Program Expenses | 6,686.42 | \$6,686.42 |
| Total Cost of Goods Sold | \$57,577.25 | \$57,577.25 |
| GROSS PROFIT | \$39,413.97 | \$39,413.97 |
| EXPENDITURES | | |
| 6100 Event Expenses | 11,733.59 | \$11,733.59 |
| 6310 Accounting | 537.50 | \$537.50 |
| 6320 Advertising Exp | 7,580.09 | \$7,580.09 |
| 6350 Bank Charges | 215.18 | \$215.18 |
| 6550 Dues & Subscriptions | 150.00 | \$150.00 |
| 6580 Gifts | 262.40 | \$262.40 |
| 6600 Insurance | 2,662.00 | \$2,662.00 |
| 6720 Legal & Professional Fees | 6.74 | \$6.74 |
| 6730 Meals / Catering | 1,879.22 | \$1,879.22 |
| 6750 Office Supplies | 131.39 | \$131.39 |
| 6800 Payroll Expenses | 36,990.20 | \$36,990.20 |
| 6840 Postage | 202.80 | \$202.80 |
| 6850 Printing | 2,042.87 | \$2,042.87 |
| 6865 Rent or Lease | 871.44 | \$871.44 |
| 6900 Travel | 2,351.29 | \$2,351.29 |
| 6980 Website | 800.00 | \$800.00 |
| Total Expenditures | \$68,416.71 | \$68,416.71 |
| NET OPERATING REVENUE | \$ -29,002.74 | \$ -29,002.74 |
| NET REVENUE | \$ -29,002.74 | \$ -29,002.74 |

FY 2017 - OTB Special Events Financial Ledger Balance 5/16/17

| Acct Number | Description | | Amount | Running Balance | | |
|--------------------|---|--------------|--|-----------------|------------|----------|
| 222-4081-408-28-06 | Visitor Promotion - Special Events (under \$25,000) | | | | | |
| | Carry over FY 2016 | | 25,699.00 | | | |
| | Budget FY 2017 | | 70,000.00 | 95,699.00 | | |
| 222-4081-408-28-28 | Large/Contract Events (\$25,000 & over) | | | | | |
| | Carry over FY 2016 | | 90,007.00 | | | |
| | Budget FY 2017 | | 190,000.00 | 280,007.00 | | |
| | | | | 375,706.00 | | |
| 222-4081-408-28-28 | Budget Adj FY 2017 | | (59,000.00) | 316,706.00 | | |
| | Chk Number | Chk date | Awarded and Paid Out | | | Event FY |
| 222-4081-408-28-06 | 238952 | 7/18/2016 | Roswell Road Race Series | (800.00) | 315,906.00 | 16 |
| 222-4081-408-28-06 | 239091 | 7/22/2016 | 32nd Annual Milkman Triathlon | (1,500.00) | 314,406.00 | 16 |
| 222-4081-408-28-28 | 239219 | 7/29/2016 | NM Senior Olympic State Games | (14,300.11) | 300,105.89 | 16 |
| 222-4081-408-28-06 | 239739 | 9/2/2016 | Kicker Arenacross Show | (5,986.10) | 294,119.79 | 16 |
| 222-4081-408-28-06 | 239853 | 9/9/2016 | Roswell Road Race Series | (800.00) | 293,319.79 | 16 |
| 222-4081-408-28-06 | 240225 | 10/3/2016 | Roswell Kick It 3v3 Soccer Tournament | (1,500.00) | 291,819.79 | 16 |
| 222-4081-408-28-06 | 240286 | 10/7/2016 | Historical Society for SENM | (551.39) | 291,268.40 | 16 |
| 222-4081-408-28-28 | 240298 | 10/7/2016 | NM Senior Olympic State Games | (33,214.07) | 258,054.33 | 16 |
| 222-4081-408-28-06 | 240391 | 10/14/2016 | 2016 Bottomless Triathlon | (2,000.00) | 256,054.33 | 16 |
| 222-4081-408-28-06 | 240834 | 11/10/2016 | Rotary Desert Sun Golf Classic | (521.28) | 255,533.05 | 16 |
| 222-4081-408-28-28 | 240950 | 11/18/2016 | UFO Festival | (22,999.92) | 232,533.13 | 16 |
| 222-4081-408-28-28 | 241084 | 11/30/2016 | NM Senior Olympic State Games | (7,536.21) | 224,996.92 | 16 |
| 222-4081-408-28-06 | 241169 | 12/2/2016 | 6th Tour de Ocho Millas | (2,000.00) | 222,996.92 | 16 |
| 222-4081-408-28-06 | 241135 | 12/2/2016 | 15th Annual Dragonfly Festival | (1,000.00) | 221,996.92 | 16 |
| 222-4081-408-28-06 | 241493 | 12/22/2016 | Pecos Valley Quilt Show 2016 - "Galaxy of Stars" | (1,894.43) | 220,102.49 | 16 |
| 222-4081-408-28-06 | 241499 | 12/22/2016 | Rio Pecos Kennel Club - Dog Show 2016 | (1,687.29) | 218,415.20 | 16 |
| 222-4081-408-28-06 | 241693 | 10/6/2017 | Roswell Invaders Baseball | (235.05) | 218,180.15 | 16 |
| 222-4081-408-28-06 | 241789 | 1/13/2017 | 11th Annual Roswell Jazz Festival | (4,950.19) | 213,229.96 | 17 |
| 222-4081-408-28-28 | 242165 | 2/10/2017 | Eastern New Mexico State Fair 2016 | (44,250.00) | 168,979.96 | 17 |
| 222-4081-408-28-06 | 242174 | 2/10/2017 | Historical Society for SENM (Balance unpaid) | (429.03) | 168,550.93 | 17 |
| 222-4081-408-28-06 | 242910 | 3/31/2017 | Christmas Railway | (3,491.19) | 165,059.74 | 17 |
| | PO Number | Council Date | Awarded & Encumbered - not paid | | | |
| 222-4081-408-28-06 | 171768 | 11/10/2016 | Historical Society for SENM (Balance unpaid) | (2,570.97) | 162,488.77 | 17 |
| 222-4081-408-28-28 | 172898 | 1/12/2017 | 2017 UFO Festival | (75,000.00) | 87,488.77 | 17 |
| 222-4081-408-28-06 | 172903 | 2/9/2017 | Jesse Andrus & Mike Hillman Memorial Pro Rodeo | (5,000.00) | 82,488.77 | 17 |
| 222-4081-408-28-06 | 172902 | 2/9/2017 | 33rd Milkman Triathlon | (1,500.00) | 80,988.77 | 17 |
| 222-4081-408-28-06 | 172901 | 2/9/2017 | 7th Annual Tour de Ocho Millas | (2,000.00) | 78,988.77 | 17 |
| 222-4081-408-28-06 | 172900 | 2/9/2017 | Roswell Film Festival | (14,875.00) | 64,113.77 | 17 |
| 222-4081-408-28-06 | 172899 | 2/9/2017 | 2017 Roswell Hike It & Spike It | (24,999.00) | 39,114.77 | 17 |
| 222-4081-408-28-28 | 173392 | 3/9/2017 | Galacticon (FKS: Roswell Filmfest & Cosmicon) | (25,000.00) | 14,114.77 | 17 |
| 222-4081-408-28-06 | 173391 | 3/9/2017 | Roswell Kick It 3v3 Soccer Tournament | (1,500.00) | 12,614.77 | 17 |
| 222-4081-408-28-06 | 173847 | 4/12/2017 | Kicker Arenacross | (6,000.00) | 6,614.77 | 17 |
| 222-4081-408-28-06 | 173846 | 4/12/2017 | Bottomless Triathlon | (2,000.00) | 4,614.77 | 17 |
| 222-4081-408-28-06 | 173848 | 4/12/2017 | Rotary Desert Sun Classic Golf Tournament | (4,100.00) | 514.77 | 17 |
| 222-4081-408-28-06 | | 5/11/2017 | 2017 Chili Cheese Festival | (4,500.00) | (3,985.23) | 17 |
| 222-4081-408-28-06 | | 5/11/2017 | 2017 Dragonfly Festival | (500.00) | (4,485.23) | 17 |
| | | | For Finance Committee 6/1/17 | | | |
| | | | Roswell Jazz Festival (Pending OTB Mtg) | (5,000.00) | (9,485.23) | |
| | | | Allocation for Events | | | |
| 222-4081-408-28-06 | | | Rio Pecos Kennel Club Dog Show | (1,800.00) | (1,800.00) | 17 |



| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Total | YTD Total |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-----------|
| FY 15 | 23,846 | 28,087 | 23,650 | 23,817 | 25,024 | 18,502 | 19,587 | 21,171 | 20,003 | 22,885 | 20,539 | 22,643 | 269,754 | 262,572 |
| FY 16 | 20,826 | 24,973 | 20,285 | 22,020 | 19,578 | 14,957 | 15,765 | 16,609 | 18,290 | 19,700 | 35,423 | 20,350 | 48,476 | 193,003 |
| FY 17 | 23,811 | 25,261 | 23,101 | 21,921 | 21,647 | 17,334 | 17,598 | 16,259 | 17,945 | 23,797 | | | 208,674 | 208,674 |
| Available | 44,310 | 45,787 | 45,787 | 44,310 | 45,787 | 40,590 | 41,943 | 41,943 | 37,884 | 41,943 | | | 430,284 | |
| Room Nights Occupancy % | 53.7% | 55.2% | 50.5% | 49.5% | 47.3% | 42.7% | 42.0% | 38.8% | 47.4% | 56.7% | | | 48.5% | 49.8% |

| TODAY'S TAX COLLECTED BY MONTH: | | | | | | | | | | | | | | |
|---------------------------------|--------|---------|--------|--------|---------|--------|--------|--------|--------|---------|---------|---------|-------------------------|----------|
| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD Total | Budget % |
| FY 15 | 97,411 | 119,691 | 98,916 | 99,236 | 104,506 | 73,815 | 77,958 | 90,900 | 88,541 | 101,407 | 88,273 | 104,359 | 1,145,013 | 952,382 |
| FY 16 | 92,243 | 110,451 | 87,548 | 93,266 | 83,361 | 66,076 | 66,390 | 74,869 | 81,501 | 86,567 | 138,810 | 93,103 | 1,074,185 | 842,271 |
| FY 17 | 93,694 | 104,339 | 94,960 | 85,296 | 83,433 | 67,404 | 67,981 | 66,889 | 62,709 | 159,505 | | | 886,209 | 886,209 |
| | | | | | | | | | | | | | FY 17 Budget: 1,017,094 | |
| | | | | | | | | | | | | | Balance: 130,885 | |
| Estimated Past Due | 26,457 | 8,911 | 7,308 | 8,236 | 7,241 | 2,504 | 0 | 223 | 11,011 | | | | 0 | 0.0% |

Actual Room Nights - Three Year Trend

| Month | FY 2015 | FY 2016 | FY 2017 |
|-------|---------|---------|---------|
| Jul | 25,000 | 20,000 | 25,000 |
| Aug | 28,000 | 25,000 | 28,000 |
| Sep | 25,000 | 20,000 | 25,000 |
| Oct | 28,000 | 25,000 | 28,000 |
| Nov | 25,000 | 20,000 | 25,000 |
| Dec | 28,000 | 25,000 | 28,000 |
| Jan | 25,000 | 20,000 | 25,000 |
| Feb | 28,000 | 25,000 | 28,000 |
| Mar | 25,000 | 20,000 | 25,000 |
| Apr | 28,000 | 25,000 | 28,000 |
| May | 25,000 | 20,000 | 25,000 |
| Jun | 28,000 | 25,000 | 28,000 |

Actual Lodgers' Tax Receipts - Three Year Trend

| Month | FY 2015 | FY 2016 | FY 2017 |
|-------|---------|---------|---------|
| Jul | 100,000 | 90,000 | 100,000 |
| Aug | 110,000 | 100,000 | 110,000 |
| Sep | 100,000 | 90,000 | 100,000 |
| Oct | 110,000 | 100,000 | 110,000 |
| Nov | 100,000 | 90,000 | 100,000 |
| Dec | 110,000 | 100,000 | 110,000 |
| Jan | 100,000 | 90,000 | 100,000 |
| Feb | 110,000 | 100,000 | 110,000 |
| Mar | 100,000 | 90,000 | 100,000 |
| Apr | 110,000 | 100,000 | 110,000 |
| May | 100,000 | 90,000 | 100,000 |
| Jun | 110,000 | 100,000 | 110,000 |

| Month | Blue Line (Diamonds) | Red Line (Triangles) | Green Line (Squares) | Yellow Line (Circles) |
|-------|----------------------|----------------------|----------------------|-----------------------|
| Jul | 24,000 | 22,000 | 20,000 | 20,000 |
| Aug | 28,000 | 24,000 | 22,000 | 22,000 |
| Sep | 26,000 | 24,000 | 22,000 | 22,000 |
| Oct | 26,000 | 24,000 | 22,000 | 22,000 |
| Nov | 28,000 | 26,000 | 24,000 | 24,000 |
| Dec | 28,000 | 26,000 | 24,000 | 24,000 |
| Jan | 26,000 | 24,000 | 22,000 | 22,000 |
| Feb | 28,000 | 26,000 | 24,000 | 24,000 |
| Mar | 30,000 | 28,000 | 26,000 | 26,000 |
| Apr | 32,000 | 32,000 | 32,000 | 32,000 |
| May | 34,000 | 30,000 | 30,000 | 30,000 |
| Jun | 38,000 | 32,000 | 32,000 | 32,000 |

| Month | Blue Line (Diamonds) | Yellow Line (Squares) | Green Line (Triangles) | Purple Line (Inverted Triangles) |
|-------|----------------------|-----------------------|------------------------|----------------------------------|
| Jul | 85,000 | 85,000 | 85,000 | 85,000 |
| Aug | 115,000 | 115,000 | 115,000 | 115,000 |
| Sep | 105,000 | 105,000 | 105,000 | 105,000 |
| Oct | 115,000 | 115,000 | 115,000 | 115,000 |
| Nov | 105,000 | 105,000 | 105,000 | 105,000 |
| Dec | 115,000 | 115,000 | 115,000 | 115,000 |
| Jan | 105,000 | 105,000 | 105,000 | 105,000 |
| Feb | 115,000 | 115,000 | 115,000 | 115,000 |
| Mar | 105,000 | 105,000 | 105,000 | 105,000 |
| Apr | 115,000 | 115,000 | 115,000 | 115,000 |
| May | 165,000 | 125,000 | 125,000 | 125,000 |
| Jun | 145,000 | 125,000 | 125,000 | 125,000 |